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## TV Ad-Spending Market in the US 2015-2019

“ **TV Ad-Spending Market** in the US 2015-2019 ” is the latest addition to MarketResearchReports.Biz industry research reports collection.

### About TV Ad Spending

TV advertising is a platform that enables advertisers to promote their products and create more

awareness among consumers to influence the buying decision of customers. As TV is the largest viewed medium by people in the US, advertisers are more attracted to this medium of advertising. Advertising on TV can be done through free-to-air channels and multichannel system. Private sector companies are the major buyers in this market. However, the governments and NGOs also spend a significant amount on TV advertising.

Technavio's analysts forecast the TV ad spending market in the US to grow at a CAGR of 3.38% during 2014-2019.

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### **Covered in this Report**

This report covers the present scenario and the growth prospects of the TV ad spending market in the US for 2015-2019. To calculate the market size, the report takes into account the revenue generated from advertising through various technologies such as free-to-air and multichannel TV.

Technavio's report, TV Ad Spending Market in the US 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects in the coming years. The report includes a discussion of the key vendors operating in this market.

### **Key Vendors**

- AT&T
- Berkshire Hathaway
- Comcast
- General Motor
- Procter & Gamble

### **Other Prominent Vendors**

- Berkshire Hathaway
- Fiat
- Pfizer
- Toyota
- Verizon

**Market Driver :** TV Advertisements with Digital Touch Points

**Market Challenge :** High Cost of TV Advertising

**Market Trend :** Data and Audience-driven TV Advertising

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